



WWW.VAAASPHALT.ORG

# VIRGINIA ASPHALT ASSOCIATION MEDIA GUIDE

Reach 4 of 5 professionals in the 3rd largest  
state-maintained highway system in the U.S.

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**   
ASSOCIATION SOLUTIONS



# THE VAA ADVANTAGE

## 85%

VAA members represent 43 out of the 50 asphalt companies in Virginia, which is about 85% of the states industry.

## \$500 M

Each year, the VDOT invests over \$500 million in asphalt paving through new construction and maintenance.

## \$540 M

The asphalt industry in Virginia spends about \$540 million annually on products and services.

## 3<sup>rd</sup>

Virginia has the 3<sup>rd</sup> largest state-maintained highway system in the U.S. and 98% of its roads are made of asphalt or asphalt based surfaces.

## REACH YOUR TARGET

Every VAA member, as well as non-member asphalt professionals, will receive this magazine and eNewsletter. These professionals include:

- Contractor, Associate and Affiliate Members
- Consulting Engineers
- VDOT Engineers and Leadership
- Municipalities (DPW and Transportation)

**To reach members with an estimated \$459 million in annual purchasing power, contact your Naylor representative today!**



### BONUS DISTRIBUTION

Spring/Summer = Fall Conference & Expo

Fall/Winter = Annual Conference



Virginia Asphalt bi-annual magazine

VAA Asphalt News monthly eNewsletter

\*Source: fast.transportation.org  
\*Source: IBIS report 32412 and 23899A



# VIRGINIA ASPHALT BI-ANNUAL MAGAZINE

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$ 3,079.50	\$ 2,769.50
Outside Back Cover	\$ 2,519.50	\$ 2,309.50
Inside Front or Inside Back Cover	\$ 2,319.50	\$ 2,109.50
Full Page	\$ 2,119.50	\$ 1,909.50
2/3 Page	\$ 1,829.50	\$ 1,649.50
1/2-Page Island	\$ 1,569.50	\$ 1,409.50
1/2 Page	\$ 1,349.50	\$ 1,209.50
1/3 Page	\$ 1,009.50	\$ 909.50
1/4 Page	\$ 769.50	\$ 689.50
1/6 Page	\$ 619.50	\$ 559.50
1/8 Page	\$ 469.50	\$ 419.50

Black-and-White Rates	1x	2x
Full Page	\$ 1,279.50	\$ 1,149.50
2/3 Page	\$ 1,099.50	\$ 989.50
1/2-Page Island	\$ 949.50	\$ 849.50
1/2 Page	\$ 779.50	\$ 699.50
1/3 Page	\$ 609.50	\$ 549.50
1/4 Page	\$ 459.50	\$ 409.50
1/6 Page	\$ 369.50	\$ 329.50
1/8 Page	\$ 289.50	\$ 259.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

**Belly Band** | \$1,000  
**Skyscraper** | \$600

**Sponsorship Max** | \$810  
**Toolbar** | \$325

**Sponsorship** | \$700  
**Leaderboard** | \$540

Online Specifications - For more information, visit: <http://www.naylor.com/digitalmagspecs/>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



# VIRGINIA ASPHALT BI-ANNUAL MAGAZINE

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

## Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

In addition to print, *Virginia Asphalt* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### Digital Toolbar | \$325

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

### Digital Skyscraper | \$600

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

### Digital Belly Band | \$1,000

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

### Leaderboard | \$540

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

### Digital Sponsorship\* | \$700

### Digital Sponsorship MAX\* | \$810

Your message will be prominently displayed directly across from the cover of the magazine.

*\*Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

**NAYLOR**   
ASSOCIATION SOLUTIONS



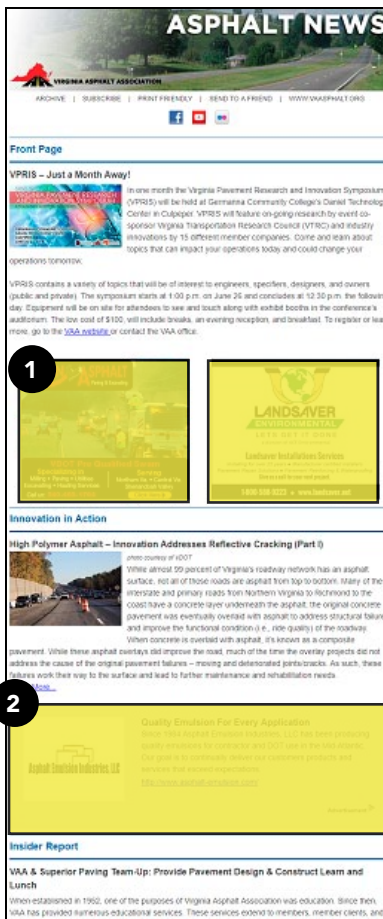
# VAA ASPHALT NEWS eNEWSLETTER

ABOUT THE eNEWSLETTER – [WWW.NAYLORNETWORK.COM/VAA-NWL](http://WWW.NAYLORNETWORK.COM/VAA-NWL)

Now more than ever, professionals consume information on the go. Our eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

## Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 480 decision-makers on a monthly basis
- In addition to VAA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other VAA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



### 1 Rectangles (300x250 pixels)

12 Months | \$2,480

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

### 2 Sponsored Content (468x160 pixels)

12 Months | \$2,205

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

## Distributed Once a Month

### Sections include

- Hot Topics
- News Briefs
- Upcoming Events

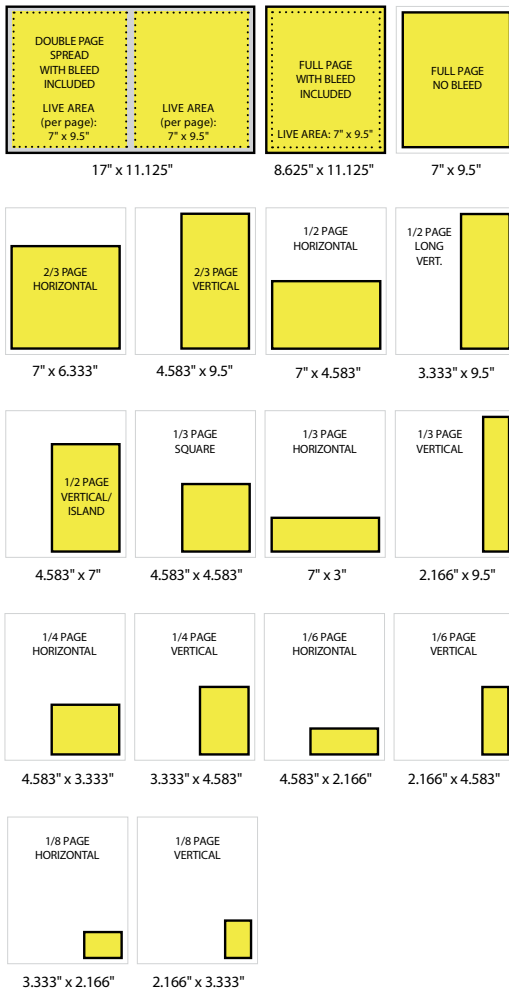
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# VIRGINIA ASPHALT BI-ANNUAL MAGAZINE

## PRINT ADVERTISING SPECIFICATIONS

**Trim Size: 8.375" x 10.875"**



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flysheets: 8.5" x 11"

### Digital Edition

For more information, visit:

<http://www.naylor.com/onlinespecs>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



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## INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |                                                                  |                                                                       |                                                                          |
|------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------|
| <input type="checkbox"/> Aftermarket Parts for Plants            | <input type="checkbox"/> Paving Products                              | <input type="checkbox"/> Extensions                                      |
| <input type="checkbox"/> Aggregates, Stone, Sand                 | <input type="checkbox"/> Drum Mixers/Dryer Shells                     | <input type="checkbox"/> Manufacturing Facilities, Repair & Modification |
| <input type="checkbox"/> Air Compressors                         | <input type="checkbox"/> Dust Suppressant Agents                      | <input type="checkbox"/> Mergers & Acquisitions                          |
| <input type="checkbox"/> Air Emissions Testing                   | <input type="checkbox"/> Earth Moving Equipment                       | <input type="checkbox"/> Paints, Striping Services & Equipment           |
| <input type="checkbox"/> Air Pollution Control Equipment         | <input type="checkbox"/> Elevators                                    | <input type="checkbox"/> Patching                                        |
| <input type="checkbox"/> Appraisals, Equipment                   | <input type="checkbox"/> Energy Recovery Systems & Engineering Cranes | <input type="checkbox"/> Pavement Breakers, Cutters                      |
| <input type="checkbox"/> Asphalt                                 | <input type="checkbox"/> Crushers                                     | <input type="checkbox"/> Pavement Management Systems                     |
| <input type="checkbox"/> Asphalt Additives & Modifiers           | <input type="checkbox"/> Decorative Paving Products                   | <input type="checkbox"/> Paving Equipment Manufacturers                  |
| <input type="checkbox"/> Asphalt Cement & Products               | <input type="checkbox"/> Drum Mixers/Dryer Shells                     | <input type="checkbox"/> Pollution Control, Water                        |
| <input type="checkbox"/> Asphalt Emulsions or Emulsifying Agents | <input type="checkbox"/> Dust Suppressant Agents                      | <input type="checkbox"/> Processing Equipment                            |
| <input type="checkbox"/> Asphalt Equipment Supplies              | <input type="checkbox"/> Earth Moving Equipment                       | <input type="checkbox"/> Recycling Equipment                             |
| <input type="checkbox"/> Asphalt Pavers                          | <input type="checkbox"/> Elevators                                    | <input type="checkbox"/> Refractory                                      |
| <input type="checkbox"/> Asphalt Plant Products                  | <input type="checkbox"/> Equipment Sales, Service, Rentals            | <input type="checkbox"/> Release Agents                                  |
| <input type="checkbox"/> Asphalt Processing Equipment            | <input type="checkbox"/> Fabrics/Interlayers/Geotextiles              | <input type="checkbox"/> Rental Equipment                                |
| <input type="checkbox"/> Asphalt Release Agents                  | <input type="checkbox"/> Fibers                                       | <input type="checkbox"/> Safety Equipment                                |
| <input type="checkbox"/> Asphalt Testing                         | <input type="checkbox"/> Filler Dust Systems                          | <input type="checkbox"/> Scales                                          |
| <input type="checkbox"/> Auctioneers                             | <input type="checkbox"/> Fuels                                        | <input type="checkbox"/> Services                                        |
| <input type="checkbox"/> Back-up Alarms                          | <input type="checkbox"/> Heat Transfer Fluid                          | <input type="checkbox"/> Soil Stabilizing Equipment                      |
| <input type="checkbox"/> Baghouses                               | <input type="checkbox"/> Heaters                                      | <input type="checkbox"/> Specialty Paints                                |
| <input type="checkbox"/> Bins & Silos                            | <input type="checkbox"/> Hot Mix Asphalt Producers                    | <input type="checkbox"/> Spreaders - Stone, Sand & Chip                  |
| <input type="checkbox"/> Brooms/Sweepers                         | <input type="checkbox"/> Industrial Polymers                          | <input type="checkbox"/> Steel - Alloy Abrasive & Corrosion Resistant    |
| <input type="checkbox"/> Burners, Controls & Equipment           | <input type="checkbox"/> Industry Publications                        | <input type="checkbox"/> System Design Engineers                         |
| <input type="checkbox"/> Classifiers, Sand                       | <input type="checkbox"/> Insulation                                   | <input type="checkbox"/> Tanks, Bulk Storage/Transport                   |
| <input type="checkbox"/> Cleaning Equipment & Supplies           | <input type="checkbox"/> Insurance & Surety Bond Services             | <input type="checkbox"/> Tarps                                           |
| <input type="checkbox"/> Compaction Equipment                    | <input type="checkbox"/> Laydown Contractors                          | <input type="checkbox"/> Testing Equipment, Materials & Measurement      |
| <input type="checkbox"/> Compactors, Tampers & Rollers           | <input type="checkbox"/> Laydown Equipment/Parts                      | <input type="checkbox"/> Traffic Control Equipment                       |
| <input type="checkbox"/> Computer Consultants                    | <input type="checkbox"/> Laydown Tools                                | <input type="checkbox"/> Trailer/Trucks                                  |
| <input type="checkbox"/> Computer Hardware & Software            | <input type="checkbox"/> Legal Services                               | <input type="checkbox"/> Washers                                         |
| <input type="checkbox"/> Confined Space Solutions                | <input type="checkbox"/> Lights & Lighting Equipment                  | <input type="checkbox"/> Waterproofing & Damp - Proofing Materials       |
| <input type="checkbox"/> Construction Wear Parts                 | <input type="checkbox"/> Lime Silos Blenders & Slurry Systems         | <input type="checkbox"/> Wire Products                                   |
| <input type="checkbox"/> Consultants                             | <input type="checkbox"/> Liners, Dump Trucks/Trailers                 |                                                                          |
| <input type="checkbox"/> Control Systems                         | <input type="checkbox"/> Loaders                                      |                                                                          |
| <input type="checkbox"/> Conveyers & Feeder Equipment            | <input type="checkbox"/> Lubricants                                   |                                                                          |
| <input type="checkbox"/> Cranes                                  | <input type="checkbox"/> Maintenance & Repair Services                |                                                                          |
| <input type="checkbox"/> Crushers                                | <input type="checkbox"/> Manhole, Catch Basin, Valve Box              |                                                                          |

One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.

\_\_\_\_\_ Additional Categories X \$20.00 = \$ \_\_\_\_\_

Initial: \_\_\_\_\_ Date: \_\_\_\_\_